

1 of 3

Rep Firm	
Sales Office (PHILADELPHIA
Salesperson (AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

50 =

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	7A-9A	Buyline Comment: TODAY	:30	\$300.00	10/03-10/12	4	1	4	\$3,800.00	
	2	M	7A-9A	Buyline Comment: TODAY	:30	\$900.00	10/15-10/15	1	1	1	\$900.00	
	3	M	9A-11A	Buyline Comment: TODAY	:30	\$425.00	10/15-10/15	1	1	1	\$425.00	
	4	TU-F	9A-11A	Buyline Comment: TODAY	:30	\$425.00	10/03-10/12	4	1	4	\$1,700.00	
	5	TU-F	10A-11A	Buyline Comment: TODAY	:30	\$325.00	10/03-10/12	4	1	4	\$1,300.00	
	6	M	10A-11A	Buyline Comment: TODAY	:30	\$325.00	10/15-10/15	1	1	1	\$325.00	
	7	M	11A-12P	Buyline Comment: PS	:30	\$425.00	10/15-10/15	1	1	1	\$425.00	
	8	TU-F	11A-12P	Buyline Comment: PS	:30	\$325.00	10/03-10/12	4	1	4	\$1,300.00	
	9	TU-F	12P-1:30P	Buyline Comment: NEWS	:30	\$425.00	10/03-10/12	4	1	4	\$1,700.00	
	10	M	12P-1:30P	Buyline Comment: NEWS	:30	\$425.00	10/15-10/15	1	1	1	\$425.00	

Rep Order# 6860789 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 107429

Last Received: 10/03/2012 12:56 PM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV
Advertiser () OBAMA FOR AMERICA
Product SKED C OBAMA
Estimate# 1904
Buyer MAURA GILROY
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E //1904
Flight Dates 10/08/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M	1P-2P		:30	\$425.00	10/15-10/15	1	1	1	\$425.00	
			Buyline Comment: DAYS									
	12	TU-F	1P-2P		:30	\$425.00	10/09-10/12	4	1	4	\$1,700.00	
			Buyline Comment: DAYS									
	13	TU-F	2P-3P		:30	\$325.00	10/09-10/12	4	1	4	\$1,300.00	
			Buyline Comment: DAYS									
	14	M	2P-4P		:30	\$325.00	10/15-10/15	1	1	1	\$325.00	
			Buyline Comment: DAYS									
	15	M	3P-4P		:30	\$450.00	10/15-10/15	1	1	1	\$450.00	
			Buyline Comment: STILL									
	16	TU-F	3P-4P		:30	\$450.00	10/09-10/12	4	1	4	\$1,800.00	
			Buyline Comment: STILL									
	17	M	8P-10P		:30	\$4,000.00	10/15-10/15	1	1	1	\$4,000.00	
			Buyline Comment: VOICE									
	18	TU	10P-11P		:30	\$2,200.00	10/09-10/09	1	1	1	\$2,200.00	
			Buyline Comment: PHOTOS									
	19	F	10P-11P		:30	\$3,200.00	10/12-10/12	1	1	1	\$3,200.00	
			Buyline Comment: DURING									

---REPORT TOTALS---

Report Total: 41,720.00

Station KSNV-TV LAS VEGAS, NV. Advertiser () OBAMA FOR AMERICA Product SKED C OBAMA Estimate# 1904 Buyer MALURA GILROY Phone# Fax#	Agency () GMMB 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E //1904 Flight Dates 10/08/2012 - 10/15/2012 Hiatus Weeks	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845
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---SALES MONTHLY TOTALS---

Oct 12: 43 / \$28,400.00
 Sales Totals: 43 / \$28,400.00
 Station Totals: 43 / \$28,400.00
 Lines not sent/rcld.rbtn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$101,423	CATV	6%	KBLR	1%	KINC	0%	KLAS	30%	KSNV	28%
		KTMY	20%	KTNB	1%	KVCW	2%	KVMY	3%	KVVJ	16%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES

Books MCV12
 Demos RA33+

---Agency Comment---
 PLEASE NOTE ADDRESS CHANGE EFF 8/12

---CREDIT RISK---
 (FALL IN ADVANCE